

**Abstract**

The present invention relates to a continuous, horizontal process for making water-reactive pouches, involving the steps of:

- a) continuously feeding a first water-soluble film onto a horizontal portion of an continuously and rotatably moving endless surface, which comprises a plurality of moulds, or onto a non-horizontal portion thereof and continuously moving the film to said horizontal portion;
- b) forming from the film on the horizontal portion of the continuously moving surface, and in the moulds on the surface, a continuously moving, horizontally positioned web of open pouches;
- c) filling the continuously moving, horizontally positioned web of open pouches with a product, to obtain a horizontally positioned web of open, filled pouches;
- d) closing the web of open pouches, to obtain closed pouches, preferably by feeding a closing material onto the horizontally positioned web of open, filled pouches, to obtain closed pouches;  
and

preferably sealing the closed pouches and whereby step d) and preferably step e) is also done in a continuous manner, preferably while the web of pouches is in horizontal position and continuously moving.

The products introduced in the pouch are preferably cleaning compositions or fabric care compositions, in particular laundry or dish washing compositions.